Province of British Columbia

Ministry of Tourism, Recreation and Culture

1987/88 ANNUAL REPORT

89-03785/

January 30, 1989

His Honour the Honourable David C. Lam, C.M., K.S.J., LL.D,
Lieutenant-Governor of British Columbia

May it Please Your Honour:

I respectfully submit the Annual Report of the Ministry of Tourism, Recreation and Culture for the fiscal year ended March 31, 1988.

Bill Reid
Minister of Tourism
and Provincial Secretary

January 27, 1989

The Honourable Bill Reid,
Minister of Tourism and Provincial Secretary

Sir:

I have the honour of submitting the Annual Report of the Ministry of Tourism, Recreation and Culture for the fiscal year ended March 31, 1988.

Melvin H. Smith, Q.C.
Deputy Minister of Tourism
and Deputy Provincial Secretary

Province of British Columbia

Ministry of Tourism, Recreation and Culture

Hon. Bill Reid, *Minister*

1987/88 ANNUAL REPORT

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Minister's Message

I am pleased to report on the activities of the Ministry of Tourism, Recreation and Culture for a most eventful year. During fiscal 1987/88, my ministry fulfilled twin mandates. One was to provide support to British Columbia's thriving tourist and film industries. The other was to support stronger cultural and recreational activities in our communities and protection of our valuable historic resources.

The ministry's tourism programs work in co-operation with the private sector to increase B.C.'s trade with visitors. The tourist industry has led the way in marketing and developing tourism in B.C. My staff support their efforts with all our resources.

Tourism continues to show impressive growth. This growth is based on good marketing and development programs, and *they* are based on sound research. During 1987/88 the ministry strengthened this important connection by placing research services in our marketing division.

Our research indicates that B.C. has an enviable reputation for friendly service and exciting attractions, both urban and out-of-doors. Our visitors are likely to return. Our marketing program is highly professional, keying advertising and promotions to prime markets in Ontario, California, the United Kingdom and elsewhere. Last year we continued to promote shoulder-season travel by, for example, European "long-haul" visitors, winter recreationists from Ontario and California motorists.

The ministry also assists the private sector to develop tourist facilities, services, routes and attractions. One of our most successful programs is the SuperHost hospitality training course, whose reputation is spreading in the corporate sector as well as in the travel industry and other governments' tourism agencies.

My staff served as brokers for about 100 development projects last year. One of the largest involved helping to cap the costs on a $25-million expansion of the Blackcomb ski development and to install snow-making equipment with the assistance of funds from the Canada - B.C. Tourism Industry Development Subsidiary Agreement.

Under our culture, recreation and historic resources programs the ministry disbursed more than $30 million in support of community and regional delivery of public programs.

Since the end of the fiscal year, the programs described here have been distributed among several ministries. I am pleased to report that the programs are largely intact.

My thanks to the dedicated staff in these programs for making 1987/88 a successful year.

Bill Reid
Minister of Tourism,
Recreation and Culture

The Ministry of Tourism, Recreation and Culture

An overview of the ministry's structure and operations in fiscal 1987/88

Mission and Clientele

This ministry's mandate to support the B.C. tourist industry is based on the 1980 *Ministry of Tourism Act*. Section 3 of the statute states that the ministry's purposes and functions are, under the direction of the minister, to:

1. promote and encourage the tourist industry in British Columbia,
2. provide tourists with information services and
3. encourage the development of the motion picture industry in the province.

The ministry's tourism operations are directed to increasing the value of tourism in the province, with the specific objectives of increasing the numbers, average length of stay and *per diem* expenditures of travellers, and thereby augmenting gross provincial revenues from tourism. Ministry policy assigns primary responsibility for the development and marketing of B.C. tourism to the private sector. Ministry staff work with the industry in several ways:

- researching B.C.'s major tourism markets to determine their size and nature,
- identifying the most effective strategies for increasing B.C.'s share of these markets,
- assisting in marketing the province's tourism assets so as to use more fully the existing capacity of the travel industry, and
- assisting in developing new and competitive facilities, attractions and services.

The ministry is a lead agency in the development and marketing of tourism in British Columbia. It facilitates and co-ordinates the activities of the private sector and of municipal, provincial and federal government agencies.

The ministry also administers regulations regarding tourist accommodations, hotel keepers' rights and responsibilities and the registration of hotel guests.

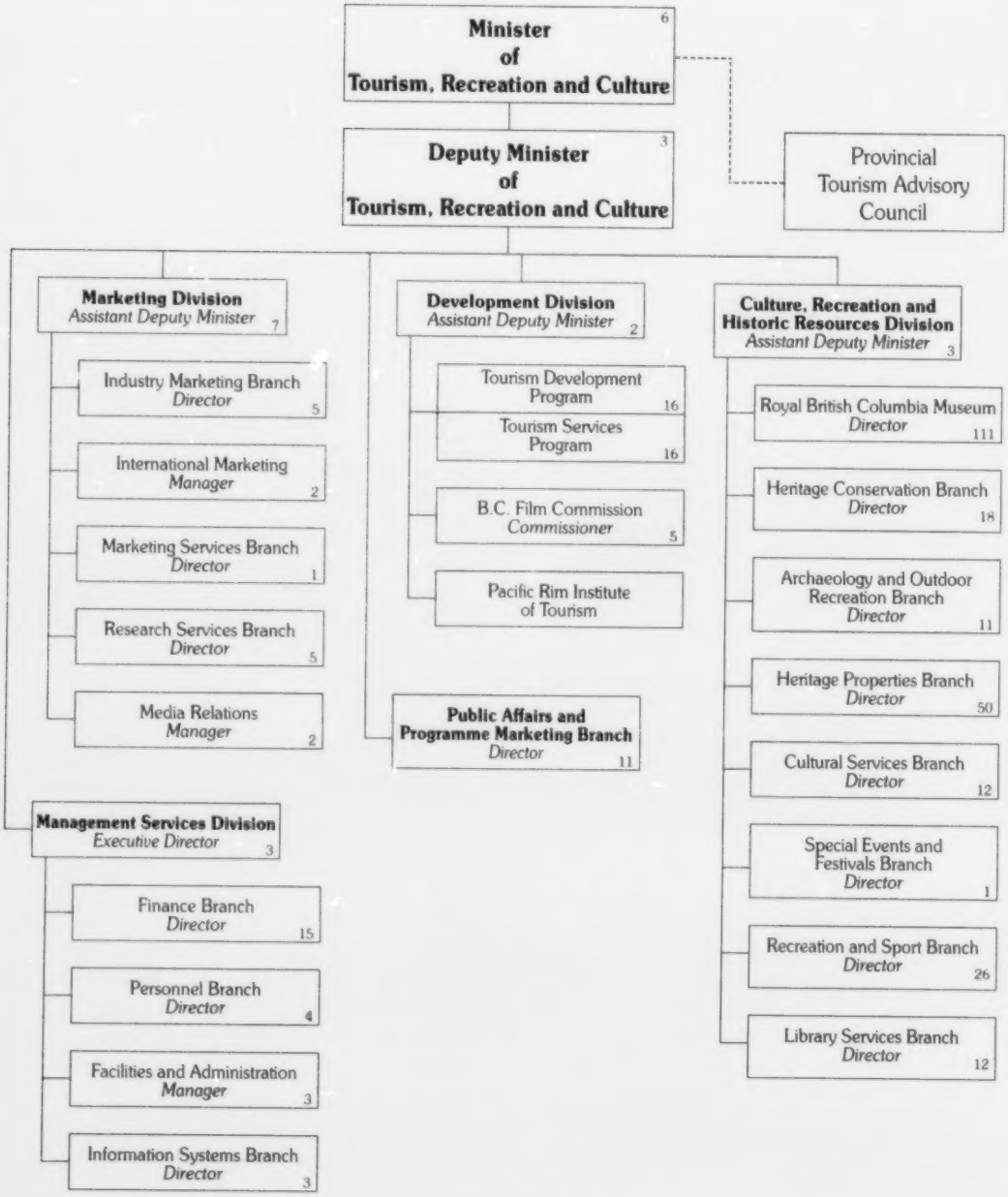
The ministry's second major mandate in 1987/88 was to promote the use and enjoyment of British Columbia's cultural, recreational and historic resources, and to help preserve these resources for future generations. The ministry develops programs that support non-profit organizations in fostering community leadership and participation. It manages a variety of programs for community and public use, and operates several facilities and attractions, notably the Royal British Columbia Museum. The ministry ensures that provincial legislation, regulations and policies are consistent with and support its programs in these fields.

Organization

The ministry comprised five units at the end of fiscal 1987/88. Two divisions, marketing and development, supported tourism. A third division administered recreational, cultural and historic resources programs and facilities and operated attractions. Management services division was the ministry's support group. Public Affairs and Programme Marketing provided liaison with and written products for government, media and public.

The ministry's executive committee:
— Deputy Minister of Tourism, Recreation and Culture
— Assistant Deputy Minister, Marketing
— Assistant Deputy Minister, Development
— Assistant Deputy Minister, Culture, Recreation and Historic Resources
— Executive Director, Management Services
— Director, Public Affairs and Programme Marketing.

The Ministry, End of Fiscal 1987/88
(with Numbers of Employees)


Minister of Tourism, Recreation and Culture 6
Deputy Minister of Tourism, Recreation and Culture 3
Provincial Tourism Advisory Council
Marketing Division Assistant Deputy Minister 7
Industry Marketing Branch Director 5
International Marketing Manager 2
Marketing Services Branch Director 1
Research Services Branch Director 5
Media Relations Manager 2
Development Division Assistant Deputy Minister 2
Tourism Development Program 16
Tourism Services Program 16
B.C. Film Commission Commissioner 5
Pacific Rim Institute of Tourism
Public Affairs and Programme Marketing Branch Director 11
Culture, Recreation and Historic Resources Division Assistant Deputy Minister 3
Royal British Columbia Museum Director 111
Heritage Conservation Branch Director 18
Archaeology and Outdoor Recreation Branch Director 11
Heritage Properties Branch Director 50
Cultural Services Branch Director 12
Special Events and Festivals Branch Director 1
Recreation and Sport Branch Director 26
Library Services Branch Director 12
Management Services Division Executive Director 3
Finance Branch Director 15
Personnel Branch Director 4
Facilities and Administration Manager 3
Information Systems Branch Director 3

Staffing

At the beginning of the fiscal year the ministry numbered 406 full-time-equivalent (F.T.E.) employees. After program changes and reorganization its allocated F.T.E.s totalled 380. The following chart summarizes these changes.

Ministry Staffing by Program for Two Fiscal Years (Allocated Full-time Equivalent Positions at March 31, 1986 and 1987)

	1986/87	1987/88
Minister's Office	5	6
Deputy Minister's Office	3	3
Marketing Division	46	32
Development Division	40	39
Culture, Recreation and Historic Resources Division	224	261
Attractions Operations Division	48	—
Management Services Division	35	28
Public Affairs and Programme Marketing	5	11
Total	406	380

Financial Resources

The ministry's total expenditures for fiscal 1987/88 were $53.5 million. This compares with $47.7 million in 1986/87. A major increase in the ministry's advertising program was balanced by economies in the operation of some branches. Funding for ministry operations and advertising was provided from the province's general revenue fund. Funding in support of some public programs for culture and recreation was provided from the lottery fund and two special funds. The ministry contributed revenues totalling $1.6 million to the treasury. The following table and graphs summarize the ministry's expenditures for two fiscal years. A more detailed account of the ministry's financial affairs is provided in Appendix I.

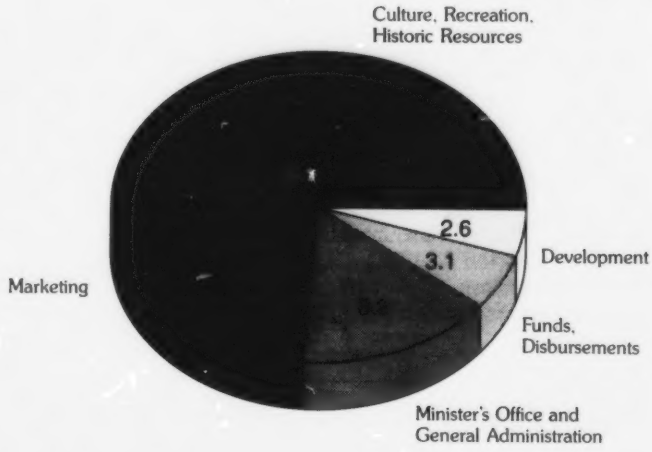
Summary of Ministry Expenditures, Two Fiscal Years

	1986/87	1987/88
	($000s)	
Minister's office	172	218
Administration and Management	3,090	7,997[1]
Marketing Division	14,259	18,834
Development Division	1,862	2,620
Culture, Recreation and Historic Resources Division	22,663	17,455
Attractions Operations Division	2,503	3,259[2]
Special funds disbursements	3,113	3,078
Total	47,662	53,462

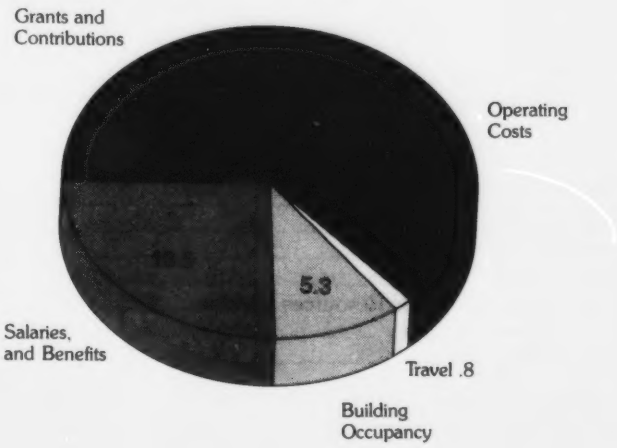
[1] Includes operating account for Royal British Columbia Museum.
[2] Reorganization in March, 1988 placed this program under Culture, Recreation and Historical Resources.

1987/88 Ministry Expenditures

By Program ($M)



By Type ($M)



Tourism In B.C. — 1987

Tourism was one of British Columbia's largest revenue-producing industries in 1987, according to the ministry's research. The service-based tourist industry is also one of B.C.'s biggest employers, mostly in small businesses. The ministry monitors industry performance in order to target marketing and development investments.

The following statistics were developed by Research Services Branch except where noted. See also Appendix III.

Growth of Tourism Since 1985

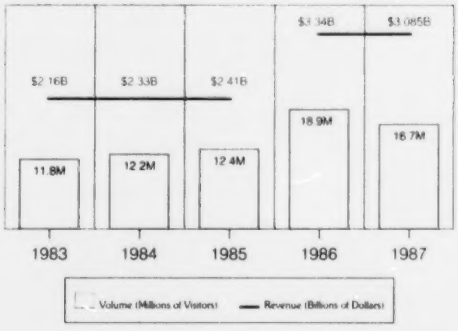
Tourism generated a total of $3.085 billion in B.C. in 1987. Most indicators show tourism business up significantly from 1985. Tourist spending on hotel and motel rooms in 1987 was up 23.4 per cent from 1985 totals. Numbers of ferry passenger between Vancouver Island and the Lower Mainland rose 11.7 per cent between 1985 and 1987. (These statistics from the 1988 B.C. *Financial and Economic Review.*)

Province-wide, retail sales during the peak and shoulder tourism seasons were up 10 per cent over 1986 and 20 per cent over 1985, according to the province's data dissemination records. Employment was up 2.5 per cent over 1986 and 6.4 per cent from 1985. (Most comparisons with 1986 are not appropriate owing to the extraordinary business stimulated by Expo 86.)

The ministry's indicators of provincial revenues from tourism also reveal good growth. Total revenues from tourism were up more than 20 per cent from 1985. Comparative figures are approximate, as the ministry based its data on new information about tourist spending beginning in 1986.

The opening of the Vancouver Convention Centre in July, 1987, with a capacity of up to 6,000, added significantly to the province's reputation as a host of meetings and conventions.

Tourism Volume and Revenue, 1983 to 1987



Profile of the Tourist Trade

A total of 16.7 million people travelled in British Columbia in 1987. The total includes 11.6 million travelling for one or more nights in B.C. and 5.1 million people on excursions, that is, travelling more that 50 kilometres from home but not staying overnight. B.C. residents accounted for a total of 8.5 million or 51 per cent of the province's tourism volume.

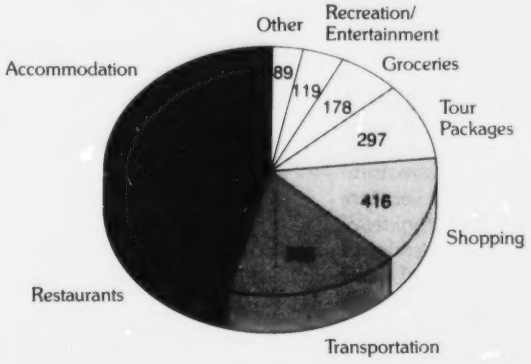
The non-resident tourist trade was the subject of intensive research by the ministry. The results, published in *Visitor '87*, reveal that an average *per diem* expenditure of $131 for each party of visitors in B.C. between June and October, 1987. This amount varies with the visitors' place of origin and the purpose of the trip. The length of stay also varies with the origin and

purpose of the trip. The average length of stay in 1987 ranged from 3.4 days assigned to visitors from Washington State to 9.8 days for overseas visitors. The average stay of all visitors was 5.7 days. Most travelled by automobile, and most were in B.C. to tour.

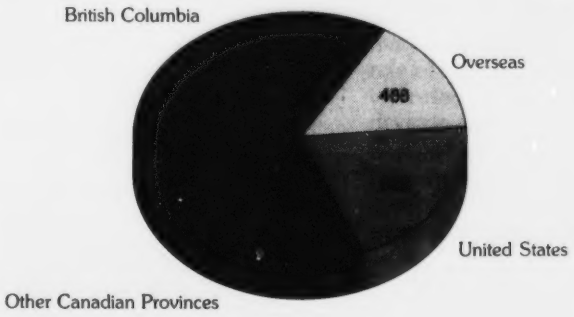
The contribution of tourism to the provincial economy is calculated by combining numbers of tourists from each place of origin with the appropriate values for *per diem* expenditure and length of stay. The variables are summarized in Appendix III.

B.C. excursionists and residents travelling for one or more nights within the province accounted for 39 per cent of total tourism revenue, spending $1.218 billion. About 2.7 million B.C. visitors were from other Canadian provinces and territories, and they spent an estimated $773 million. Visitors from the U.S., including those on single-day excursions, accounted for about 4.7 million person-trips and contributed $628 million to tourism revenue. Overseas visitors totalled 815,000 person-trips and added $466 million to B.C.'s tourism revenue.

1987 Non-Resident Tourism Revenues By Type of Good or Service ($M)



1987 Tourism Revenues By Market Segment (Place of Origin) ($M)



Tourism Marketing

The ministry's Marketing Division is responsible for promoting Super,Natural British Columbia in national and international marketplaces, with the object of increasing the volume of tourism activity to and in B.C.

The ministry's Marketing Division develops consumer and trade advertising for television, print and other media, brochures and other literature for consumers and travel trade professionals, in conjunction with the private sector. Staff represent government at travel trade shows and fairs, organize familiarization tours in the province for media, wholesalers and retail travel agents and develop a variety of promotions designed to highlight British Columbia as a desired travel destination. Of a total of $18.8 million the ministry expended for tourism marketing in 1987/88, approximately $10.2 million were advertising expenditures.

The ministry's marketing is concentrated on areas promising immediate high return on investment. Markets with high long-term development potential also receive attention.

Decisions about marketing activities are based on the characteristics, demands and development potential of each market segment. Many of the ministry's projects are co-operative ventures with the private sector, and all are directed by strategies and programs that are based on up-to-date research. Division staff maintain communication with regional tourism and industry sector associations, functioning as media for exchange of information.

Marketing Division was reorganized in 1987/88. Marketing Services and Industry Marketing branches, International Marketing and Media Relation are based in Vancouver, with marketing offices in Seattle, San Francisco, Los Angeles and London, England. Research Services Branch and Information Services are based in Victoria.

Industry Marketing

British Columbia's strongest domestic markets are resident in B.C., Alberta and Ontario. Ads and promotions for domestic markets in 1987 were largely products of the Partners in Tourism co-operative marketing program, especially the Inside B.C. radio campaign and the Home-Made Vacations promotion, and of trade sales participation in such shows as Rendez-vous Canada.

This branch administers the ministry's U.S. sales offices and co-ordinates promotional efforts with these offices, working with media and travel industry representatives to promote new products and services and to maintain awareness of B.C. as an attractive place to visit.

U.S. marketing initiatives in 1987 focussed on creating new reasons to travel to B.C:

— Two Nation Vacation: targeted non-traditional key market areas in Texas, New York, Illinois, Colorado and Arizona to represent B.C. and Washington as a unique, diverse travel destination.

— Improved packaging of B.C. products to increase short vacations in B.C. by Washington and Oregon residents. Emphasis on the "foreign" experience. Providing reasons to return. Marketing specific products to the appropriate market segments.

— Staff worked closely with such effective partners as air carriers, the AAA, recreation vehicle and sportsmen groups to increase California market share.

— Continued to evaluate promotional activity on the California market, research market segment characteristics and the role of the travel industry, and use increased understanding of the market to develop new strategies.

— Sought to increase B.C.'s share of other U.S. markets through research on the group tour business and on tourism generated by air carriers and cruise lines.

Partners in Tourism

This joint-marketing program matches private-sector funding for tourism marketing. To be funded, marketing activities must be approved segments of regional tourism association annual marketing plans, and the associations implement the projects. See Appendix IV for listings of B.C. tourism associations.

In 1987/88, the program's second year, $4.1 million was expended from the program, creating at least $8.2-million-worth of targeted regional marketing activity. The program enables small operators to buy exposure they otherwise would not be able to afford. Among the projects:

— Funding for winter and summer guides to each of the the B.C. tourism regions.

— Supporting a shoulder-season advertising campaign for hotel packages in the Southwestern region.

— Producing a provincial guide as a regional insert in Canadian Airlines' *In Flight* Magazine.

— Supporting a direct mail campaign for heli and downhill skiing in the High Country region.

— Funding for a visitor guide and maps on the Vancouver Island region.

— Supporting a regional presence at trade and consumer travel shows in Western Canda and Northwestern United States and at sportsmen's and consumer shows in Edmonton, Vancouver, Toronto and Calgary.

Additional grants totalling $711,000 went to regional tourism associations to meet administrative costs.

Conventions and Incentive Travel

This program markets the province as a venue for meetings and convention travel. British Columbia's convention industry contributes close to $400 million a year to B.C.'s economy. Ministry staff work with the private sector to develop key marketing programs that stimulate convention business for B.C. Staff also seek to increase attendance at B.C. conventions through promotional mailings, by distributing literature and kits to convention and meeting planners. In 1987 the ministry assisted with about 350 conventions.

The incentive travel program assists local agents and hotels, marketing to agencies that consult with corporate clients about travel components of their incentive programs. Incentive travel bonuses generated an estimated $30 million in direct revenues to B.C. in 1987.

Trade Sales

The trade sales program is a marketing effort to the North American travel trade — tour operators, tour wholesalers, transportation companies and retail agents. The National Tour Association (NTA), based in the United States, estimates the total direct impact of all group tours going to British Columbia at more than $460 million (US) — 6.35 per cent of the North American total. Tour visitor volumes in 1987 represent a solid gain over the period before Expo 86. B.C. continues to be a popular and profitable destination.

Trade sales became more tightly focussed in 1987/88, with expanded representation at such trade shows as:

— Alliance of Canadian Travel Agents, Montreal (April).

— Rendez-vous Canada, Winnipeg (May).

— Odyssey 87, Penticton (September).

Trade Sales

— Ontario Motor Coach Association, Hamilton (November).

— National Tour Association Fall Exchange, Baltimore (November).

— American Bus Association, Miami Beach (December).

— U. S. Tour Operators Association, Palm Springs, Ca (December).

At the NTA Fall Exchange the province presented an eight-foot Haida totem pole, carved in part at the show, to the National Tour Foundation in recognition of NTA members' contributions to the success of Expo 86.

International Marketing

This group develops and implements marketing activities for B.C.'s overseas tourist markets. Marketing activities are focussed on five major off-shore markets, which generate the majority of overseas visitors: the United Kingdom, West Germany, Japan, Hong Kong and Australia. The ministry also targets marketing at areas showing strong growth potential.

To compete effectively in world tourism markets, the ministry undertakes most overseas marketing in co-operation with Alberta, positioning British Columbia as part of Canada's West.

International marketing activities in 1987/88 included consumer advertising campaigns in the United Kingdom, West Germany and Japan, undertaken jointly with airlines, wholesalers and others. Passenger arrivals from the United Kingdom increased sharply to 135,000 in 1987 — 38 per cent higher than in 1985 — suggesting the success of the 1986/87 U.K. campaign.

During 1987/88, the branch also represented the ministry at international trade shows and marketplaces and developed trade educational and media familiarization tours to the province, co-operating with private sector counterparts on most projects. These programs are now administered by Marketing Services Branch.

Staff participated in the following trade shows:

— World Travel Mart, London

— Atelier Canada, Paris

— Intertour Expo, Hong Kong

— Corroboree, Australia

— Rendez-vous Canada, Winnipeg

They also hosted a total of 18 off-shore trade educational tours in B.C.

Marketing Services

Marketing Services Branch creates products and services for B.C.'s prime markets — advertising programs, brochures and publications for consumers and trade travel professionals, promotions for travel trade and consumer shows, educational tours of B.C.

The branch promotes shoulder-season tourism, focussing on prime markets and using a range of marketing techniques. The ministry segments the market geographically, demographically and by product. Staff monitor the tourist industry in all market areas for new promotional methods, ideas and programs with potential for producing revenue through travel to B.C. They also liaise with advertising agencies regarding media coverage, marketing and ad-testing. The branch prepares an annual marketing plan and provides planning assistance to the industry.

Information Services

Staff at the Victoria fulfillment centre distribute ministry literature to travel agents, tour operators, auto clubs, information centres, federal and provincial government offices world-wide, consulates, at consumer trade shows and in response to inquiries by mail and telephone. Through warehouses in Burnaby and Seattle, Wa, they disseminated more than 3 million pieces in some 5,000 bulk shipments in 1987 and forwarded more than 400 private-sector brochures to the ministry's marketing offices in the U.S. and U.K. The ministry distributed more than 160,000 Super,Natural British Columbia kits in response to mail and telephone requests for travel information. Inquiries by mail totalled almost 164,000, by phone, 13,000.

The Vancouver image bank makes available some 24,000 photo images, about 300 16-mm films and 100 videotapes.

Advertising and Publications

Staff work with a variety of advertising, publishing and marketing firms, tourism associations and other groups in the ministry. The ministry's advertising and publications goal for 1987/88 was to capitalize on the high destination awareness created by Expo 86 — an unprecedented opportunity for B.C. Creative and media strategies were highly focussed, with uncluttered execution, strong continuity and calls to action. Business reply cards were widely used to invite fulfilment. The advertising messages outlined touring (emphasis on the Gold Rush Trail), adventure and urban experience.

Key 1987/88 markets and coverage were:

British Columbia	— spot television (highlighting events and activities)
	— support in TV publications
Alberta	— magazine
	— spot TV
Ontario	— magazine
Washington/ Oregon	— cable TV
	— magazine
	— radio
California	— cable and spot TV
	— magazine (vertical, city and general interest)
National U.S.	— cable TV
	— limited magazine

Campaigns are timed for the period April to October, with heavier weighting in the key travel planning period, April to June.

Additional advertising ran in 1987/88 for culture and heritage programs, in Air Canada's co-operative newspaper campaign, in a ski campaign in Washington, on meetings and conventions and for film development.

Of all advertising expenditures, 48 per cent were for television ads, 45 per cent for magazine coverage and 7 per cent for radio.

Promotions, Familiarization Tours and Consumer Shows

This program develops promotions and presentations for consumer shows in California and Ontario. Staff work in co-operation with the private sector and with municipal, regional, provincial and federal tourism authorities in preparing promotions and advertisements aimed at the trade and consumers.

Among projects planned in 1987/88 was a co-operative "Homemade Vacation" promotion aimed at the resident tourist. A four-week campaign, supported by distribution of six million flyers and an ongoing radio campaign, was to be launched in May, 1988 in Overwaitea and Save-On-Foods stores. As prizes the promotion offered 228 B.C. vacations.

Staff organize familiarization tours to provide travel agents, tour wholesalers and operators, air carriers, other travel generators and the media the opportunity to experience British Columbia's tourism attractions. Travel influencers who visited the province in 1987/88 with assistance from the ministry included 21 groups originating from overseas. The United States was the origin of 7 groups and Canada, four. In all, 640 travel influencers took fam tours.

The promotion programs also assists tour operators and wholesalers to make B.C. contacts and commercial arrangements. Staff initiate vertical marketing activities for specialized products in target markets, represent the ministry and make presentations at tourism trade functions, provide advice and assistance in marketing efforts.

Media Relations

This program assists writers, photographers, broadcast and film producers with assignments featuring travel in British Columbia, to ensure maximum media exposure for the province's tourist attractions and resources. Published articles, although less focussed on B.C.'s tourism markets than advertising, have considerable impact on magazine readers. Feature television coverage may reach 20 million viewers.

Staff exchange information with Canadian consulates around the world, particularly in United States cities, and with editors and publishers, initiating thousands of contacts annually and providing assigned writers with advice, information and contacts. Among articles published in 1987/88 with the ministry's assistance were a feature on helicopter fishing in B.C. in *Sports Afield*, a U.S. monthly with a circulation of 500,000 and a major feature on the Queen Charlotte Islands in *National Geographic* magazine, published in the U.S., with a circulation of 10 million.

Other articles for which staff provided assistance during 1987/88 were published in:

Sea (May, 1988)

Gray's Sporting Journal (Summer)

Esquire (August)

Discovery (August)

Travel and Leisure (October)

Readers Digest (October)

Skiing and *Powder* magazines (November).

1987 Marketing Publications

Travel Guide — Super,Natural British Columbia
Colour, 40 pages, to fulfil written or telephone requests for information. Useful to plan travel in B.C., with maps, photos and highlighters of B.C.'s nine tourism regions. Produced 800,000 copies.

B.C. Road Map and Parks Guide
Popular and in continual demand, with a run of 1.5 million copies.

Ski With Us
Third edition of 56-page colour guide to skiing opportunities in each tourism region. Produced co-operatively with Skyword Marketing.

Outdoor and Adventure Vacations
Second edition of a 60 page colour publication, featuring trekking, SCUBA diving, rafting, cycling and other back-country travel opportunities. Produced in co-operation with the Outdoor Recreation Council of B.C.

Saltwater Fishing Adventures
Co-operatively produced with ***B.C. Sport Fishing*** magazine, 25,000 copies distributed by fulfilment.

Super,Natural Islands
Touring information, 72 pp, colour, produced by the Tourism Association of Vancouver Island, 100,000 used by the ministry as fulfillment and at consumer shows.

Honeymoon Guide
This 16-page B.C. travel guide was produced in co-operation with *Modern Bride* magazine. Aimed at the U.S. bridal market, with ads for honeymoon packages.

1987 Travel Industry Package Guide
Invaluable 103-page directory for travel agents and wholesalers of travel packages. Published 15,000 copies.

Convention and Meetings Guide
All approved meeting facilities. Run of 10,000 copies distributed to consulates worldwide, associations headquarters and key meeting planners.

Convention Folder
Holds travel planning information, for arriving delegates to promote pre- or post-convention travel in B.C., 50,000 copies printed.

Historic Transportation Centre
First edition of 200,000, with examples of autos, trucks and airplanes at centre near Cloverdale.

Research Services

Research Services Branch develops and manages a comprehensive research program for the ministry and the tourist industry, who require data, information and analysis to assess the effectiveness of programs and make investment decisions. Regional and sectoral associations require assistance in assessing their tourism marketing and other initiatives.

The branch identifies requirements for specific research projects, designs the studies, selects consultants, manages projects and evaluates the work. Staff also provide advice on marketing and development strategies and liaison with travel industry and other government groups in research-related matters. Research Services monitors the performance of the tourism industry. It compiles monthly travel industry statistics, based on such indicators as border crossings, air and ferry traffic, hotel occupancy and restaurant sales.

1987 Research Reports

Visitor '87 — A Travel Survey of Visitors to British Columbia

The first province-wide survey of non-resident visitors to B.C. since 1979. Determined number visiting during summer and fall and obtained profiles of travel behaviour. Diaries distributed at entry points to a representative sample yielded data on 18,000 party-days of visitor activities and expenditures. Others were interviewed after travelling. Developed profiles on groups by place of origin, modes of transportation and spending characteristics in each of B.C.'s nine tourism association regions. Data analysis provided the basis for tourism marketing and development initiatives, regional and provincial. Separate reports available for each tourism region.

California Travelers' Perceptions of British Columbia and Vancouver — Results of the Research

Consumer research to inform marketing and communications strategies. Used both focus groups and telephone surveys to gather information about lifestyles, travel behaviour, preferences and perceptions and to target ad campaigns, especially in print media. Follow-up study measuring effects of the campaign found that 55 per cent of travellers from California recalled it. Television reached the broadest audience. Two-thirds of those exposed to the ads were planning or considering a vacation in B.C. Two-thirds see B.C. as very attractive.

Golf Tourism in British Columbia -- A Market and Product Overview

Two-year study used market information to produce consumer profiles and identify the market segments with the best potential, given the golf packages and facilities suitable in B.C. Report provides overviews of existing and potential markets and of B.C. golf facilities and tour packages and recommends market and development strategies.

Fishing Lodges and Resorts in British Columbia — Marketing and Development Initiatives

Assessed tourism potential of recreational fresh- or salt-water fishing lodges and resorts with at least 40 per cent of the business in sport fishing. In-depth or telephone interviews with operators, clientele, resource-use regulators and travel influencers, plus analysis of *Visitor '87* data by product of interest. Report identifies economic value of the sector (1987 revenues: $87 million), constraints to growth.

Guest Ranches of British Columbia — Product and Market Analysis

Determined current volume, characteristics and value of the market for guest ranches in B.C., and estimated growth potential for the market. Recommended marketing and development initiatives included identification of a marketing strategy.

Heritage Attraction Visitor Survey

Conducted at ten ministry-operated attractions during summer and fall to determine visitor profiles, awareness, attitude and other information needed for marketing and operational planning. Produced a comprehensive database on the current market.

Trends in the Tourism Industry

Monthly report provides current performance information for travel industry sectors (accommodation, attractions, conventions, cruise ships) for regional associations and selected corporations. Pannell Kerr Forster, management consultants, Vancouver, distributes by subscription.

Standardized Tourism Data Framework — Research Guide

Established universal standards in tourism research for B.C. Based on 1986 report of the National Task Force on Tourism Data, the study developed a standard format and process for conducting inventory and demand studies. With the guide: surveys for nine sectors, diskette, system guide.

Tourism Development

The ministry's Development Division supported development of British Columbia tourist attractions, facilities, areas, routes and services by private and public sector groups.

This division's programs follow four lines:

- Tourism planning and analysis, on a development project basis,
- Tourism product and business developments,
- Community development and
- Motion picture development.

For planning and analysis the division employs project directors and managers with professsional training in law, finance, urban land-use, development, marketing or business management. Staff stimulated and supported about 100 development projects in 1987/88. Among their activities:

— Providing information and advice to the travel industry on government assistance programs, research studies and service organizations.

— Serving as brokers for investors seeking to identify and exploit opportunities in B.C. for tourism development.

— Applying current ministry research to inform development policies and priorities. The ministry encourages innovative, competitive responses to market demand.

— Providing assistance with development projects via funds from the Canada — B.C. Tourist Industry Development Subsidiary Agreement (TDA). and the interministry Community JobTrac fund.

— Identifying infrastructure required to support such developments.

The ministry's tourism service program seeks to ensure B.C. visitors' satisfaction by maintaining professional standards in tourist industries. Staff co-ordinate the SuperHost hospitality training program, operate the Travel InfoNetwork program supporting tourist information services, and maintain standards in visitor accommodation. The new Pacific Rim Institute of Tourism in Vancouver will provide formal training and certification for travel industry managers. The B.C. Film Commission markets the province as a location for "hot properties."

Tourism Industry Development Subsidiary Agreement (TDA)

This funding program is a five-year, $30-million Canada — British Columbia agreement subsidiary to the $525-million Economic and Regional Development Agreement (E.R.D.A.) struck in November, 1984. TDA funds projects from four accounts, and the division administered the $3.25 million Tourism Industry Support program in 1987/88. This fund seeks to develop management and operating skills in B.C.'s tourism industry by providing assistance with training and professional development, research and opportunity analysis, workshops and seminars. It is managed by a federal-provincial committee on which this ministry was represented.

From the program's inception to the end of fiscal 1987/88, a total of 103 projects have been approved and $12.3 million expended from the program.

Summary of TDA Projects, 1987/88

	Applications Approved	Funding ($000)
International market development	17	841
Product development — loans	7	4,436
Tourism Industry Support	11	485
Administration	1	7
Total	36	5,769

Community JobTrac

This program funded community projects relating to tourism, recreation, sport, culture and heritage preservation to provide income assistance recipients with opportunities for employment and training. JobTrac had a $20-million budget for 1987/88, financed by the Lottery Fund and administered by the Ministry of Advanced Education and Job Training and this ministry.

The program provided funding for 276 JobTrac project sponsors, paid wages, benefits and specified project costs and met administrative costs. The projects created employment and job training opportunities for 1631 income assistance recipients. The program terminated at the end of fiscal 1987/88.

Development Projects

Storey Creek Golf Course

The ministry assisted with securing JobTrac funds to landscape and develop a tourist-oriented 18-hole championship golf course on 200 hectares south of Campbell River.

Whistler Ski Expansion

Blackcomb Skiing Enterprises committed more than $25 million to improve ski facilities on Blackcomb Mountain near Whistler. The one-year expansion, one of the largest ever undertaken in North America, added three high-speed quad chairs and a second T-bar on Horstmann Glacier to increase Blackcomb's mountain coverage by 25 per cent. The ministry helped negotiate removal of federal duties and taxes, which saved the company several million dollars in capital costs, and helped the company obtain TDA funding to install a 70-station snow-making system.

Port Edwards Cannery

The North Coast Marine Museum Society formed to restore the former North Pacific Cannery in Port Edward, near Prince Rupert, and open it to public viewing as a museum. The project was expedited with $268,000 in JobTrac funds, secured with the ministry's assistance, for repairs and restoration. While total restoration will take several years, the cannery is already a viable tourist attraction.

Major Park for the Queen Charlotte Islands

The ministry assisted with negotiations leading to the creation of South Moresby National Park Reserve and the establishment of a $50-million Queen Charlotte Islands tourism development strategy which will exploit the marine wilderness area's potential as a world-class adventure travel destination.

Big White Marketing

The new owner of this ski resort made important improvements in facilities and operations and sought long-haul markets with financial resources to back an aggressive marketing program. In a project recommended by the TDA management committee, the ministry assisted with the identification of target markets and development of interesting packages and worked with airlines servicing these markets to promote the resort.

Fernie Dresses Up

The Fernie and District Arts Council had the southeastern B.C. mining town's CPR station restored for use as an arts facility, with some retail services, using an $86,000 JobTrac grant. It provides a focus for Fernie's cultural community. The Fernie Chamber of Commerce used $256,000 in JobTrac funds to reconstruct the Flathead oil rigs and construct a visitor information centre.

Tourism Services

Accommodation Services

This registration and counselling program for the accommodation industry produces the annual *Accommodations* guide for travelers in B.C. The 1987 guide listed some 2,250 establishments that have been inspected, evaluated and approved by the ministry's accommodation counselors. Inspections are ongoing, and counseling is offered on various accommodation service matters. During the year the ministry contracted production of the 1988 guide to the private sector.

Travel InfoNetwork

This program, a joint venture of the ministry and the British Columbia Chamber of Commerce, provides 145 community-operated Travel Infocentres with co-ordination, counselling services and training. The program's aim is to increase the standard of visitor service by improving the professional skills of infocentre operations. Network counselors monitor infocentre operations, train manager/supervisors and advise on available business opportunities.

In 1987/88 network counseling focussed on the "fiscal fitness" of Travel InfoCentres, offering owners / managers seminars aimed at discovering ways of generating revenue.

SuperHost

This popular and successful hospitality training program improves the British Columbia hospitality industry's services to travellers. SuperHost and SuperHost Encore (a follow-up package for SuperHost graduates) aim to increase the likelihood that visitors will return to B.C. The 7-hour SuperHost course and 4-hour Encore teach communication and other skills required in the business, using local community material. In 1987/88, ministry staff trained some 300 SuperHost and 250 Encore seminar leaders in B.C. communities and corporations. Almost 75,000 people who work with the public completed the course by year end.

Nearly 4,000 businesses have pledged to give fair exchange, good value and friendly service as part of the SuperHost commitment. Extensive print and radio advertising encourages visitors to do business with SuperHosts. The program is becoming popular outside both the travel industry and British Columbia. Such provincial corporate clients as London Drugs, 7-Eleven and Eaton's have become SuperHost corporate sponsors, and hundreds of smaller businesses have used the program. Eight United States have inquired about using SuperHost as a model for training courses.

1987/88 Development Publications

Accommodations 1987

Annual directory lists 2,250 B.C. establishments that supply more than 98,000 accommodation units. First produced in 1926, the 1987 guide was published in a run of one million for distribution to more than 35 countries through the ministry fulfilment system.

How Do You Do B.C.

The Travel Counsellor's Handbook and Reference Manual is produced annually and distributed to Travel Infocentres, Automobile Association travel counsellors and others. The 1987 edition provided listings, facts and figures in 42 loose-leaf sections.

Tour Packaging

Subtitled Simple Steps to Success, a 52-page handbook of advice to travel and hospitality businesses for planning and creating tour packages. Produced by Roberts Travelvision Inc. with TDA funding.

British Columbia Tourism Development Handbook

In-depth business development guide for first-time operators, 48 pages plus fold-out chart summarizing start-up process. Funded by TDA.

British Columbia Motel Industry Status Report

Produced by the Economic Planning Group of Canada for the B.C. Motel and Resorts Association, using TDA funds. Detailed overview of the size and state of this important sector of B.C.'s tourist industry.

Tourism as a Generator of Regional Economic Development

Proceedings of the First Annual Advanced Policy Forum on Tourism, Whistler, B.C., May, 1987. Sponsored by Simon Fraser University and the Tourism Industry Association of British Columbia and funded in part by TDA, the forum featured presentations by Louis J. D'Amore and other tourism experts on high-potential products and community-driven tourism.

Adventure Travel in British Columbia

The Outdoor Recreation Council of B.C. undertook this study with funding from TDA, to survey B.C. adventure travel operations, assess the economic status, impact and prospects of the industry and its marketing strategies. Summary report indicates that growth in adventure tourism is considerably stronger than the travel industry average, and that it draws affluent consumers to regions where tourism and other economic opportunities are limited. Marketing recommendations.

Wildlife Viewing in British Columbia

Ministry-commissioned study to evaluate B.C.'s wildlife viewing resource and markets and prescribe approaches to developing and marketing wildlife-oriented tourism. Consultants identified 51 choice wildlife viewing sites in B.C., developed prescriptions for 25. Excellent potential for growth, but requires sound marketing.

Ski Market Study

Reviewed 18 competing Pacific Northwest ski resorts, assessed B.C. position in the market, direction of future development. Surveyed prime and potential market places in Seattle, Portland, San Francisco and Los Angeles. Strategies for development focus on the Seattle and Eastern Washington areas.

Community Tourism Action

This program, established in February, 1988, aims to increase community involvement in tourism development. Staff designed a community workshop format and began a manual before year-end.

B.C. Film Commission

The British Columbia Film Commission encourages the world's film, television and commercial producers to use B.C.'s varied locations and skilled professionals for productions.

The commission maintains contact with film producers around the world, promoting B.C. as a prime location for film, television and commercial production. Staff scout locations in B.C. that meet producers' known needs. They advise on the availability of local crews, provide budget and production information, liaison between the production company and other parties and any other asistance that encourages and attracts international productions to B.C.

In 1987 a total of 27 productions were undertaken in whole or in part in British Columbia. Of the total budget for all productions — $282.9 million, including commercials and documentaries shot here — $152.2 million was expended in B.C., a 74.1 per cent increase from the 1986 total. These expenditures produced an estimated nine thousand person-years of employment, mostly to residents, in artistic, technical and administrative work. The province's film industry captures about five per cent of the California production industries' investments.

Film and Television Production in B.C. — 1987

	Production Company	Base
Feature Films:		
Stakeout	Walt Disney	California
Reckless Endangerment	Paramount Pictures	California
Shoot to Kill	Walt Disney	California
Experts	Paramount Pictures	California
Distant Thunder	Paramount Pictures	California
T.V. Movies:		
After the Promise	New World for C.B.S.	California
Earth Star Voyager	Brac Productions	California
Hands of a Stranger	Edgar J. Scherick	California
Siren	Cannel Films of Canada	California
Blueblood	Zanuck-Brown	California
Hero of the Family	Walt Disney	California
Christmas Snow	NBC	California
The Christmas Star	Walt Disney/ABC	California
Room Upstairs	NBC	California
A Stranger Waits	CBS	California
Deadly Intentions	CBS	California
T.V. Series (with numbers of episodes):		
Danger Bay (22)	CBC/Disney	Canada/California
Jumpstreet Chapel Pilot (11)	Stephen J. Cannel	California
Hitchhiker (13)	HBO	California
Airwolf II (24)	Atlantis/MCA	California/Canada
Stingray (6)	Stephen J. Cannel	California

Pacific Rim Institute of Tourism

The Pacific Rim Institute of Tourism (PRIT) encourages and fosters professionalism in the B.C. tourism industry through education and certification. The institute was established in 1987 as a non-profit society with a board of directors appointed by the minister. The institute's initial operating expenses were met by the ministry's contribution of $300,000 and $100,000 from Tourism Canada. It opened in Vancouver on March 31, 1988.

PRIT functions as a broker, co-ordinating the resources of industry, government and the education community to meet present and future training needs of all tourism industry sectors, and identify future priorities. The institute will develop and implement province-wide industry-accredited programs. Certification will recognize the efforts of graduates and highlight career paths and opportunities in the industry. The institute will co-ordinate the delivery of awareness campaigns and primary and secondary school initiatives and operate a comprehensive resource centre. PRIT will also market the benefits of training to the tourism industry and market B.C. programs to countries in the Pacific Rim.

Culture, Recreation and Historic Resources

A variety of public programs are supported by the Culture, Recreation and Historic Resources Division. The division fosters community leadership and participation in enriching the province's cultural, recreational and heritage resources.

This division supports the activities of non-profit organizations by disbursing funds from several sources. In particular staff support client organizations' efforts to train and develop leaders in program management and professional education.

The division ensures that ministry programs encourage both residents and visitors to B.C. to participate in challenging and enriching activities, and that the province's economy benefit from residents' and visitors' spending on culture, recreation, sport and heritage preservation. The division seeks to provide all residents with equal access to the programs it supports. Staff gather data and estimate the fiscal and employment impacts of these activities. They also develop marketing programs to assist organizations to increase their economic impact. Division staff administer lottery grants and two special funds as part of a $17.5-million budget.

During 1987/88 the division comprised six branches, based in Victoria. Reorganization increased the number to eight by year-end.

Royal British Columbia Museum

The Royal British Columbia Museum acquires and preserves collections of specimens and artifacts. Staff specialists study and interpret the collections and their contexts. The museum disseminates knowledge thus acquired about the human and natural history of British Columbia.

Some 1,017,000 people visited the museum's exhibits in calendar 1987. The museum implemented an admission fee beginning in July, 1987.

The museum received royal designation from Her Majesty Queen Elizabeth II at a ceremony attended by Prince Philip, Duke of Edinburgh, on October 13, 1987.

In 1987/88 the museum's staff of 111 worked in three program areas: collections, research and interpretation, and operations.

Collections

The museum has more than one million specimens and artifacts in its collection, and it added nearly 20,000 new objects in 1987/88.

Anthropological collections added several objects attributed to Haida master artist Charles Edenshaw. Major donations of ethnographic material came from the Sisters of St Ann and the Sieburth collection.

Historical collections received an extensive turn-of-the-century packaging and consumer goods collection, purchased by the Friends of the Royal B.C. Museum.

Biological collections staff made major additions of plant species, marine fish and invertebrates during field trips in several parts of the province.

Conservation services staff published three major papers on the museum's innovative pest control system and provided technical workshops and training sessions on conservation standards.

Staff continued to computerize collection records using the Canadian Heritage Inventory Network system.

Research and Interpretation

Research staff undertake archival searches, scientific research and interviews relating to the museum's human history and biology collections. The interpretation program includes the museum's exhibits, displays and public programs. These programs were integrated in 1987/88 to provide greater exposure for the museum's research projects.

During 1987 museum researchers conducted important field research in the Queen Charlotte Islands, where archaeologists discovered an intact village site of national significance, and on northern Vancouver Island. The diverse biology research program studied rare and endangered fish species in B.C. and prepared a major book, *The Birds of British Columbia, Volumes 1 and 2*. The Birds of Prey of Canada, a travelling exhibit featuring 45 species, opened at the museum in June, 1987 and began touring Eastern Canada in November.

The travelling exhibit program, under federal funding, sent 12 exhibits (one on loan from Canadian Forces Base Esquimalt) to 60 B.C. locations in 1987/88. The Legacy exhibit showed in Los Angeles in June and July, 1987. Two new travelling exhibits were under construction.

Staff organized six one-day events which drew between 3,000 and 7,000 visitors each to demonstrations and special activities by museum researchers and outside experts on such themes as Adventures in Archaeology and First People's Festival. The museum lobby was used to display special exhibits, and the Insight Booth, funded by the Friends of the Royal B.C. Museum, permitted curators and researchers to display recent activities and discoveries.

Public program development staff also co-ordinated 11 school programs (nine new) in conjunction with museum curators. In the speaker's tour program, 25 curators and researchers spoke to school and general audiences in more than 100 B.C. communities. Super-Series brought such distinguished scientists as Drs Jane Goodall, Stephen Jay Gould and Richard Leakey to the Newcombe Theatre.

Operations

This group provides support services to museum staff in operating its facilities, a library, photographic, publications and visitor services.

Visitor services staff answered public enquiries, organized some 300 volunteers to provide information, guided tours, events at the Newcombe Theatre, service in the museum gift shop and assistance to the curatorial staff. Staff also booked school programs, co-ordinated the intern program for community museum curators / directors and organized gallery opening receptions. The regular school program brought 15,000 children to the museum for volunteer-led activities, and staff arranged guided and self-conducted tours for another 23,000 people.

The introduction of admission fees in 1987 required new staff, development of policies and practices and extra staffing of the visitor services office.

Scholarly publications of the museum included four issues of *Contributions to Natural Science*, two issues of *Contributions to Human History*, *Birds of the Okanagan Valley, British Columbia* and *Bibliography of B.C. Ornithology, Volume 2*. Staff developed a new series, *Museum Notes*, for general readers interested in the museum's work. The museum developed an arrangement with Crown Publications Corp to fund publications and reprints. The museum's publication and photographic services merged during the year. The museum library began computerizing its holdings.

Friends of the Royal B.C. Museum

This non-profit society supports the museum's programs. It stages the Newcombe Program of lectures and shows for public education and operates the museum gift shop. From the proceeds of these and other activities the society contributes some $500,000 a year toward purchases of collections, research and other activities. Volunteers worked more than 37,000 hours in the museum during 1987/88.

Heritage Conservation

The Heritage Conservation Branch provides leadership in the protection and conservation of B.C. heritage resources. Its programs promote public understanding, awareness and appreciation of B.C.'s heritage of buildings and other objects and encourage communities to participate in heritage conservation.

In March, 1988 this branch's diverse programs were reorganized into three new branches. In this report, program reviews are grouped under the headings of Heritage Conservation, Heritage Properties and Archaeology Programs, to conform to the new organization.

The *Heritage Conservation Act* provides the authority for protection of heritage properties by provincial or municipal designation. At March 31, 1988 the register stood at 62 provincial and 451 municipal heritage sites. The act also enables the B.C. Heritage Trust, a Crown corporation, to operate 12 financial assistance programs for communities and to manage several Crown heritage properties. The trust also publishes technical guidelines for restoration and other heritage projects and develops travelling displays for public information.

Heritage Conservation staff provide management services for the Heritage Trust. Staff also co-operate with municipal heritage advisory committees, heritage and historical societies, local governments, other provincial and federal agencies and the private sector to ensure effective conservation of the province's heritage resources. Staff provide advisory services to local governments, provincial agencies and non-profit groups to facilitate the development of effective heritage programs and the completion of heritage restoration and rehabilitation projects.

Project Pride, the government-appointed task force on heritage conservation, mounted hearings in 12 centres in 1987 and received 388 written and oral submissions. The branch assisted with the task force. In its report, *Stewardship and Opportunity*, the committee recommended significant changes to the *Heritage Conservation Act* to ensure better preservation of B.C. heritage resources. The ministry now has begun drafting new heritage legislation. The branch worked to establish a non-profit society that will provide communities better information and training in heritage conservation.

During 1987/88, Heritage Conservation staff reviewed applications and made recommendations on the disbursement of $1.7 million through B.C. Heritage Trust programs to 121 projects in various regions and communities. Of these projects 20 were to do with planning and inventory, 24 with building restorations and 31 community heritage development projects. The program also assisted with the publication of 16 book titles. The B.C. Heritage Trust publishes details of these programs in its annual report.

Staff responded to community and regional heritage issues in Prince Rupert, New Westminster, the Okanagan, the Gold Rush Trail, Vancouver, Victoria and other communities. The branch also participated in the preparation of a site development plan for Fort Steele, the development of standards and guidelines for building restoration and rehabilitation and the initial development of an heritage tourism strategy for B.C.

The branch's technical staff provided concept and design assistance for exhibits and displays, maintained the heritage site and buildings photo file and produced a variety of promotional material.

Archaeology Programs

The *Heritage Conservation Act* provides for the protection of more than 15,000 archaeological sites in British Columbia through inventory, assessment, research and resource management. In 1988 these programs were grouped into a branch now named Archaeology and Outdoor Recreation.

Staff implement site designations and maintain the register of heritage sites. They monitor heritage impact assessments to ensure minimum impact to those sites from development. The archaeological inventory recorded 300 new sites during 1987/88, and 180 more were updated. Staff responded to more than 3,000 requests from public and private agencies. During the year they developed a site recording interface program for consultants' computers.

Staff issued 100 permits for archaeological investigations pursuant to section 5 of the *Heritage Conservation Act*. Assessment staff reviewed 1,569 development proposals for impacts on heritage sites with some $700,000 expended on resource management projects following such assessments. (Of that sum, $550,000 was raised in the private sector.)

Additional projects, supported by the B.C. Lottery Fund, provided research and site management at Kelsey Bay (costs shared by MacMillan Bloedel Ltd.), Gabriola Island, Pink Mountain (costs shared by Simon Fraser University) and other sites.

Staff produced a draft map of the province's land-based resource capabilities for tourism and addressed several local issues between tourism and other resource users. The archaeology programs resource information centre in Victoria, with some 8,500 volumes and 300 periodical titles, became a ministry resource library in 1987/88.

Archaeology and Outdoor Recreation Branch has responsibility, previously with Heritage Conservation Branch, for negotiating agreements with other agencies for heritage protection and preservation. In 1987 the province designated the 480-kilometre Alexander Mackenzie Heritage Trail, following negotiations between Heritage Conservation and the Ministry of Forests for a management protection agreement. Staff also prepared preliminary guidelines for interministry management of heritage trails.

Heritage Properties

During 1987/88, Heritage Conservation Branch and the B.C. Heritage Trust managed 26 heritage properties.

Multi-year plans for Hat Creek Ranch and Keremeos Grist Mill were developed to the completion of contracts. The branch opened the Grist Mill information centre and exhibits (1987/88 attendance: above 8000). Restoration of the barn at the Hat Creek Ranch got underway and the ranch was open all summer for visitors.

Research Services Branch conducted visitor surveys at seven heritage properties.

The branch continued to upgrade Point Ellice House and Craigflower Farmhouse to improve preservation and presentation of these heritage properties.

Some 2000 school children took part in programs at Craigflower Schoolhouse, including a well-attended fall festival.

The ministry purchased two lots at the Church of St. John the Divine in Yale.

All sites are now part of the Canadian Heritage Information network. Staff began computer cataloguing and completed an inventory of collections at Helmcken House.

Cultural Services

Cultural Services Branch develops and administers programs that support artistic and cultural development in the province.

The branch provides assistance to the artistic and cultural communities in developing their creative, marketing and administrative skills. Staff consult with individuals and organizations, stage seminars and training courses.

Cultural Services administers awards in four program areas, for which it processes some 1500 applications annually. In 1987/88 the awards programs disbursed $9.7 million, of which $1.5 million was provided from the B.C. Cultural Fund and $8.2 million from the B.C. Lottery Fund.

Professional Support and Program Development

Provides assistance and stimulates artistic and cultural activities in these two major areas. In 1987/88, the branch administered $6.3 million in operating awards to 143 professional performing arts, museums, galleries, literary, and arts service organizations. A total of $182,620 was awarded for 28 one-time activities of a special nature.

Community Arts Development

Provides assistance to encourage the growth of arts activities and awareness at the community and regional level. In 1987/88:

— $507,000 was awarded to 81 arts councils,
— $601,000 for 83 community development projects,
— $197,000 to 69 school districts for artists' visits to schools, and
— $111,000 to 52 sponsors of performances by artists on tour throughout the province.

Skills Development for Individuals

A financial awards program at the post-secondary level to assist individuals in the arts. In 1987/88, 229 students received $191,700. In assisting studies to improve administrative knowledge and practices, the branch awarded a total of $4,700 to six students.

Publishing Programs

Provides assistance to books written by B.C. authors and published in the province. Eight publishers received assistance totalling $62,000 during 1987-88. Under an interest subsidy program to assist with business costs of book publishing, three publishers received a total of $72,000.

The branch also provides advisory services to all client organizations in the province, assesses the impact and effectiveness of programs, and modifies them where necessary and feasible.

The branch provides secretariat services for the B.C. Arts Board, a committee advising the minister on award applications and cultural policies.

Staff co-ordinate, maintain, develop and rotate more than 800 art works by B.C. artists in the exhibition-quality B.C. Art Collection. They produce and distribute publications of interest to the arts and cultural community, including:

— *Arts B.C.*, a 12-page quarterly newsletter
— *CSB Programs* annual guide to the branch's awards
— *CSB Awards* annual report.

Cultural Services

Artgrowth, CSB's program of mini-conferences to assist arts organizations in communities across the province, continued in 1987-88, offering Artgrowth 2, Leadership and Volunteer Development and 3, Short and Long-term Planning in various centres.

During 1987/88 the branch completed the second phase of a three-year developmental program that will provide stable, multi-year operating assistance to performing, visual, museum, training, arts service and literary organizations.

Artreach, an advisory committee examining the delivery of community arts programs province-wide, met with provincial arts organizations and held ten public meetings during the year. The ministry is reviewing recommendations from Artreach.

Special Events and Festivals

This program provides assistance to organizations wishing to bring events of national or international calibre to B.C., with the aim of spotlighting B.C. activities in tourism markets and augmenting economic benefits to the areas in which events are held. The branch also provides liaison between the province, the Canada Department of External Affairs, other federal agencies and B.C. municipalities.

In 1987/88, the program assisted Japan Festival '88 to bring 1,200 Japanese artists and artisans to Vancouver for a six-day series of presentations, exhibits and performances. The event drew many visitors from Washington and northern California. Staff began negotiating with the World Police and Fire Games to bring 7,500 competitors from around the world to a ten-day Olympic-style competition. The games will be staged in Vancouver in July, 1989.

Film Development Society of British Columbia (B.C. Film)

Established in 1987 to administer the B.C. Film Development Fund, this non-profit society seeks to strengthen production, marketing and distribution opportunities for B.C.-based film production companies, under a board of directors appointed by the minister. The society provides loans and loan guarantees to local producers with proven production records and makes equity investments in film productions. The society received $2 million from the B.C. Lottery Fund for its first year of operation. B.C. Film generated an estimated $30 million in B.C. film investments in 1987. Based in Vancouver, the society publishes its own annual report.

Recreation and Sport

The Recreation and Sport Branch encourages British Columbians to participate in recreation and athletics by supporting community and other groups' maintenance of a range of opportunities. In 1987/88 the branch provided advice and financial assistance to 109 provincial sport and recreation associations and 400 community recreation agencies Funds totalling $8.8 million were drawn from the B.C. Lottery fund ($7.2 million) and the B.C. Physical Fitness and Amateur Sports Fund ($1.6 million), and $3 million was provided from the B.C. Lottery Fund to the B.C. Games Society. Staff regularly advise government on programs and policies concerning recreation and sport.

The branch provides financial assistance in four strategic areas.

Organizational Support

These programs foster a network of self-sufficient provincial organizations capable of providing public recreation and sport opportunities. During 1987/88, $80,400 was provided to 201 recreation commissions which do not employ full-time staff, as administration grants to help them organize and co-ordinate recreation programs. Five umbrella organizations which provide services to recreation and sport agencies received funding as follows:

— $78,500 to Sport B.C.

— $100,300 to the B.C. Recreation and Parks Association

— $102,000 to the Outdoor Recreation Council of B.C.

— $167,000 to B.C. School Sports

— $42,500 to the Sports and Fitness Council for the Disabled

A grant of $515,000 was made to the B.C. Administrative Centre for Sport, Recreation and Fitness, which houses 49 B.C. groups in Vancouver. More than $2 million was granted to 80 provincial sport governing bodies, with combined membership of 635,000, for core administrative services and staffing. A grant of $35,000 assisted the B.C. Sports Hall of Fame and Museum with meeting its administrative and operating costs.

Leadership Development

These programs seek to improve the effectiveness of coaches, officials, instructors and administrators responsible for individual and community development in recreation and sport.

In 1987/88, instructors and volunteer/staff administrators of recreation and sport associations received almost $180,000 in financial assistance toward the cost of leadership training events provided regionally by the B.C. Recreation and Parks Association. Instructor trainees included preschool recreation instructors, fitness instructors, recreation workers, youth and summer leaders. The program also provided training for specific skills, special training events and recreation integration courses. Administrator trainees included recreation commissioners and elected officials, volunteer board members and recreation staff training courses. In addition the program provided special training events for administrators.

In the skills program for management volunteers, 300 provincial trainers were trained in either planning, marketing, financial management, time management, leadership or Volunteers Working Together, and 160 workshops provided training in all six topics. For coaches, 360 training courses were completed by 6,669 individuals, while 7,431 officials were trained in 465 courses.

Participation

This program promotes British Columbians' involvement in healthy recreation and sports activities. The branch's annual grant of $70,000 to the Northern B.C. Winter Games Society supported the regional games held in Williams Lake in February, 1988, in which more than 2,500 athletes participated.

The branch provided the British Columbia Seniors Games Society with funding assistance to organize the first annual games in June, 1988.

The 10th B.C. Summer Games attracted more than 4,000 amateur athletes and thousands of spectators to Delta in July, 1988 — the largest sport participation event of its kind in North America. Dawson Creek hosted the B.C. Winter Games, which attracted more than 2200 participants in 25 sports. The branch administers lottery fund support to the British Columbia Summer and Winter Games Society.

Run, Walk, Cycle, Swim, a program the branch administers, attracted 500 participants in 1987/88.

The Premier's Sports Awards Program is a participation incentive operated through the school system on an annual contract of approximately $200,000. In 1987/88 some 111,600 children participated, and more than 51,000 earned the award.

Branch staff organized a ceremony welcoming to the province the Olympic torch relay, en route to the Calgary Winter Olympic Games, in January, 1988. Almost 1,500 B.C. Residents carried the torch through 104 communities over 16 days.

Excellence

These programs recognize, encourage and support B.C. amateur athletes' pursuit of excellence.

In 1987/88, under the athlete assistance program:

- 26 athletes won $2500 Premier's Athletic Awards,
- 356 athletes, including disabled athletes, in 40 sports received B.C. Athletic Awards, valued at from $1500 (for students) to $1800,
- 26 athletes were awarded Nancy Greene Scholarships, worth $1000
- 10 athletes were awarded Karen Magnussen Scholarships of $500 each
- 500 junior secondary school athletes won B.C. Sport Development Awards to enable them to attend summer sport development camps.

The branch provided 41 disabled athletes with assistance to represent B.C. at the Olympic Games for the Disabled. Nearly $100,000 was contributed from the ministry's Fund For Excellence, a following a commitment made under the minister's Gameplan 2000 project.

The team development program supports Team B.C. with a budget of about $350,000 per year to prepare for the biennial Canada Games and Western Canada Games. Team B.C., with a complement of 577 athletes, coaches and managers, won the overall gold medal at the Western Canada Games in Regina, Saskatchewan in August, 1987.

In addition to these core operating grants, $1.6 million was granted to 43 sport governing bodies eligible under the B.C. Best Ever Program. The purpose of the program is to assist and increase the probability of success of the B.C. athletes representing Canada in the 1988 Olympic Games.

The British Columbia Sport and Recreation Advisory Council was appointed by the minister in Fall, 1987 to advise on government policy and priorities in recreation, sport and fitness. The 15-member council identified 18 topics for consideration early in 1988.

In March, 1988, the branch was assigned responsibility for reviewing games management in the province, and a position was staffed.

Library Services

The Library Services Branch promotes and encourages the establishment and extension of library services throughout British Columbia. Under the terms of the *Library Act*, the branch ensures that the collections of some 20 reading centres, 44 public library associations, 18 municipal, four regional and one federated public library system are maintained through grants for the purchase of materials and provision of special materials for print-handicapped people. The branch also encourages library development by administering area-based grants to regional libraries and providing training and other special services. The branch supports the activities of the B.C. Library Association, a body of professional librarians, and the British Columbia Library Trustees Association, and staff maintain contact with the library community. Library Services offices in Cranbrook, Dawson Creek, Prince George and Victoria provide continuing services to libraries and individuals. The branch provides direct services for residents of areas without libraries.

According to statistics gathered by the branch, B.C. public libraries expended a total of $60 million in 1987/88. Total library circulation was 29.2 million on holdings of 6.8 million volumes.

The branch administers the province's regular contributions to public libraries, which totalled $6.6 million in 1987/88, including about $288,500 in lottery funds.

During calendar 1987, Library Services mailed almost 33,000 books to isolated individuals, and made almost 16,000 interlibrary loans. The branch purchased and catalogued 21,000 volumes for small libraries, and added more than 7,000 volumes to its own collections.

The Outreach special financial assistance program continued to assist libraries to become more visible, identify potential clientele and measure the effectiveness of services. Some 55 projects were funded with a total of $174,000.

The branch's audiobook unit in Burnaby provides library services for the handicapped, producing and distributing taped books for libraries in British Columbia and operating a Canada-wide sales program. Deposit collections of audiobooks were provided to 40 libraries and health care institutions in calendar 1987. Some 81,000 cassettes were duplicated, and 30,000 were distributed to B.C. libraries without charge. Recorded revenue from sales totalled some $213,500.

Provincial funding for automation of libraries totalled $28,000. Special grants to assist in the training of library trustees and staff totalled $7,500.

In July 1987 the ministry responded to recommendations from the B.C. Library Trustees Association and the Union of B.C. Municipalities by establishing a task force to review public library funding and organization in B.C. A committee of seven held public meetings and received briefs and reported to the minister in November. The interim report of the New Approaches task force represented the views of local governments, public library boards and associations, library staff and the public. Public consultation continued in 1988, and a final report was prepared for presentation to the minister in April, 1988.

Attractions Operations

This division managed six Crown heritage properties, interpreting and presenting them as attractions for social and economic benefit while protecting and preserving the collections.

Attractions Operations

Barkerville Historic Town, an 1870 gold rush centre 85 km east of Quesnel, with 124 buildings, most restored, and with eight commercial concessions that gross more than $800,000 annually. In 56 buildings are housed 80 exhibits and some 40,000 artifacts, presented for public viewing year-round, along with a 3-month program on historic themes. The service staff include 17 regular and 20 seasonal ministry employees, who also operate ***Cottonwood House*** wagon-roadhouse and farm dating from the 1860s, ***Blessings Grave*** (both on the road to Barkerville), and ***Fort McLeod***, an 1804 Hudson Bay Company post west of the Rocky Mountains, 140 km north of Prince George, currently under archaeological investigation and not yet developed for public display.

Fort Steele Heritage Town, a turn-of-the-century mining centre and North West Mounted Police post near Cranbrook, with 60 restored and reconstructed buildings, six concessions, public and school programs and a service staff including 16 regular and eight seasonal ministry employees.

Kilby General Store Museum, a 1920s heritage site with store / hotel and three farm buildings, in the Fraser Valley near Agassis.

The division also represented the province on the board of directors of the Royal Hudson Steam Train Society to ensure the continued operation of the train excursion as a prime tourist attraction.

During 1987, admission fees were introduced at Barkerville and Fort Steele and a donation program at Kilby, in order to bring maintenance of the sites to acceptable standards and to enhance visitor programs. Revenues totalled $221,000 between July 15 and Labour Day. Vehicle traffic to Barkerville increased 15 per cent to 51,300 in 1987.

Capital maintenance budgets were increased in 1987/88, permitting many necessary projects to proceed. Contractors stablized such endangered buildings as the Windsor hotel at Fort Steele. Curatorial work included considerable progress in cataloguing and culling collections at all sites.

Non-profit societies were established at Barkerville, Fort Steele and Kilby in 1987 to provide public input and community participation in operations. These associations sponsored construction and restoration projects that received a total of $446,000 from the Community JobTrac fund. In one project at Fort Steele, thousands of unsorted, deteriorating maps were cleaned and indexed for use, while another project manufactured a number of reproduction costumes for volunteers.

To enhance the visitor experience at the sites, staff planned and staged numerous special events. At Fort Steele 17 events were mounted in 1987, and the street drama program was expanded. A newly-restored threshing machine, hooked up to a 1919 tractor, demonstrated grain-threshing. The Barkerville interpretation program employed 21 people, staff and contractors, who portrayed characters from the past. Judge Matthew Begbie held court to sizeable crowds three times a day at the historic Richfield Courthouse. Barkerville staff upgraded many exhibits, including a complete renovation of the Moses Barbershop, and opened new displays, notably the 1870s Kelly Store. Staff took action to encourage volunteer participation at these sites. Adult volunteers contributed more than 3,500 hours in costume at Barkerville and

Cottonwood House, 4,000 hours at Fort Steele, undertaking such tasks as cataloguing collections and helping with special events.

The division worked with the ministry's marketing staff to design and implement a marketing program that would raise public awareness and increase attendance. A comprehensive radio and print advertising for Barkerville and Fort Steele was planned and implemented to increase awareness of the attractions.

The ministry's Research Services Branch conducted extensive visitor surveys at all sites, with input from this division. Attractions Operations used the results to plan program and service delivery.

The division invested $50,000 to complete a master plan for development of Fort Steele, in line with the division's policy of improved presentation and protection.

In March, 1988 responsibility for 13 heritage sites was added to those of this division and the new branch given the name Heritage Properties.

1987 Attractions Operations Publications

Barkerville 1870s Gold Rush Town

Colour brochure, 1st edition of 200,000, showing displays, special events, festivals, merchants.

Fort Steele Turn of the Century Town

Brochure, 150,000 printed, outlining history and attractions.

Public Affairs and Programme Marketing

Public Affairs Branch co-ordinated and disseminated information about the ministry's policies and programs. This group maintained liaison with the ministry's client firms and agencies, co-ordinated the Provincial Tourism Advisory Council and shaped the ministry's responses to industry concerns. Staff maintained regular press and public relations for the ministry, produced and distributed literature on the ministry and its programs, and responded to tourist inquiries and concerns. The branch prepared briefing materials for the minister and cabinet, drafted speeches and reports for the minister and executive staff, and co-ordinated the release of ministry policy statements.

During 1987/88 Public Affairs provided assistance to the B.C. Film launch and to the Royal British Columbia Museum.

In October, 1987 the branch took responsibility for marketing the ministry's attractions, events and festivals, providing ongoing marketing liaison for the Attractions Operations, Heritage Properties, Cultural Services, Recreation and Sport, Library Services, Special Events and Festivals programs, the B.C. Festival of the Arts and Sport B.C.

Provincial Tourism Advisory Council (PTAC)

This group, appointed by the minister, provides advice and direction on the ministry's role. Representative of regional and major sectoral associations and individuals influential in B.C.'s tourist industry, the committee met twice during the year. Among the issues PTAC addressed were environment, land-use, regional development and highway signage matters. At the May, 1987 meeting the ministry responded to a PTAC initiative with a commitment to establish the Pacific Rim Institute of Tourism (reviewed elsewhere in this report).

At the PTAC meeting in November, 1987 the land-use sub-committee recommended better representation of the industry's interest in protecting the scenic landscapes and other resources of B.C.'s tourist destinations.

Ambassadors of Tourism

Another highlight of the May, 1987 PTAC meeting was the presentation of Ambassador of Tourism awards to five British Columbians who have made distinguished contributions to the tourism and travel industries. The 1987 recipients were Fred Beruschi, Mel Cooper, Tom Rust, Wally Watson and Bob Wright. The awards are made by the minister from the industry's nominees.

Management Services

Management Services Division was responsible for developing and maintaining management support in finance, personnel, facilities, administration and information systems.

Personnel Services

This branch is responsible for developing and co-ordinating the ministry's personnel management program. Staff provide management with technical advice and assistance in recruiting and selecting ministry personnel. They maintain employee and labour relations, develop staff training initiatives and plan for the ministry's human resources needs.

During 1987/88 Personnel Services planned and introduced, in co-operation with Information Systems Branch, technical computer skills training for ministry employees. The branch also implemented an employee fitness program to assess and improve ministry employees' health, nutrition and fitness. To address management information needs, the branch began to implement an automated human resource information system.

Financial Services

Financial Services Branch is responsible for developing and managing a comprehensive system for administering the ministry's finances and informing management of their status. Staff manage financial and accounting programs that control the maintenance of ministry assets and expenditures.

Facilities and Administrative Services

This branch assists ministry personnel to meet their requirements for office space, equipment and furniture, use of government vehicles and records management.

Information Systems

This branch was established to meet the computer needs of the expanded ministry. Staff installed new computer workstations throughout the ministry and installed new word processing systems or upgraded existing ones. The branch prepared a system plan that will permit increased use of new technology in the ministry.

Appendix I
1987/88 Ministry Accounts

Ministry Expenditures by Program
($000s)

	1986/87 actual	1987/88 actual
Minister's Office	172	218
GENERAL ADMINISTRATION		
Deputy Minister's office	209	259
Public Affairs	204	202
MANAGEMENT SERVICES		
Executive Director's office	278	454
Finance	315	431
Personnel	113	146
Administration Services	1,654	6,505[1]
TOURISM MARKETING[2]		
Assistant Deputy Minister's office	7,796	12,230[3]
Marketing Administration	341	68
Market Support	457	631
Domestic Marketing	4,804	5,007[4]
International Marketing	248	180
U.S. Marketing	406	414
Research Services	317	304
TOURISM DEVELOPMENT		
Assistant Deputy Minister's office	1,862	2,405
B.C. Film Commission	207	215
CULTURE, RECREATION AND HISTORIC RESOURCES[2]		
Administration Support	1,721	1,923
Royal B.C. Museum	9,274	4,903
Heritage Conservation	1,454	1,211
Recreation and Sport	1,265	1,032
Cultural Services	616	438
Library Services	8,333	7,949
ATTRACTIONS OPERATIONS	2,502	3,259
OTHER EXPENDITURES		
Provincial Computerization of Libraries	38	28[5]
B.C. Cultural Fund	1,576	1,400[6]
Physical Fitness and Amateur Sports Fund	1,499	1,650[6]
Total Ministry Expenditures	47,662	53,462[7]

Notes

[1] Administrative Services accounts include ministry accommodation, word and data processing equipment costs.
[2] Marketing, Culture, Recreation and Historic Resources accounts reflect the ministry's structure at the beginning of fiscal 1987/88.
[3] A.D.M. Marketing accounts include all ministry advertising expenditures. Total advertising, 1987/88: $10,195,000.
[4] Domestic Marketing accounts include Partners in Tourism disbursements. Total 1987/88: $4,234,000.
[5] Provincial Computerization of Libraries is a special account under the *Special Appropriations Act, 1982*
[6] B.C. Cultural Fund and Physical Fitness and Amateur Sports Funds are special accounts under the *Funds Control Act, 1979* to provide grants to deserving cultural projects, cultural groups and organizations and to promote physical fitness and participation in amateur sport. Each is funded from the interest generated by a $20-million fund.
[7] The ministry also transferred revenues totalling $1.6 million in 1987/88 to the provincial treasury, including (with 1986/87 revenues for comparison):

	$000s 1986/87	$000s 1987/88
Admission fees		1,282
Royal B.C. Museum sales	15	4
Royal B.C. Museum theatre rentals		15
Library Services audio book rentals	153	207
Library Services miscellaneous		23
Miscellaneous licences and permits		3
Accommodation Guide registration fees	45	0
Miscellaneous receipts		53
Total	213	1,587

These financial statements are prepared according to the Province's accounting policies. They form part of the Province's combined financial statements, which are examined by the Auditor General. The Auditor's Report is published in the B.C. *Public Accounts* and presented to the Legislative Assembly each year.

This ministry's management maintains extensive internal accounting controls to ensure that transactions are completely and accurately recorded on a timely basis, are properly approved and result in reliable financial statements.

Appendix II
Acts Administered by the Ministry

- *Centennial Cultural Fund Act*
- *Funds Control Act*
- *Heritage Conservation Act*
- *Hotel Keepers Act*
- *Hotel Guest Registration Act*
- *Library Act*
- *Lottery Act*
- *Ministry of Tourism Act*
- *Pacific National Exhibition Incorporation Act*
- *Provincial Museum Act*
- *Recreational Facility Act*
- *Revenue Surplus Appropriation Act*
- *Travel Regulation Act*

Appendix III

Tourism In B.C. — 1987 Statistics

1. Tourism Characteristics of Market Segments, 1987

	Average stay (days)	Expenditure per diem ($)	Volume (000s)
B.C.	4	51.00	5,600
Alberta	5.72	33.26	1,486
Ontario	7.49	80.92	507
Rest of Canada	7.27	44.99	556
Washington	3.37	41.66	953
Oregon	4.13	40.09	234
California	5.29	59.50	539
Other Western U.S.	4.67	45.04	537
Eastern U.S.	4.20	64.29	388
International	9.78	58.48	815

Source: *Visitor '87*

2. Volume of Visitors and Revenues from Tourism in B.C. by Market Area (Place of Origin), 1987

	Volume		Revenues	
	(000s)	%	($Ms)	%
Visitors[1]				
Resident	5,600	33.5	1,142	37
Other Canadians	2,549	15.25	770	25
Americans	2,650	15.9	563	18.25
Overseas	815	4.9	466	15.1
Total of visitors	11,614	69.55	2,941	95.35
Excursionists[2]	5,100	30.5	144	4.7
Total numbers and revenues[3]	16,714	100.05	3,085	100.05

[1] A resident staying overnight is termed a visitor.
[2] Excursionists travel more than 50 km from home but do not stay overnight.
[3] Percentages show effects of rounding.

3. Tourism Volume and Revenues, 1978 to 1987

	Volume (Ms)	Revenue ($Bs)
1978	11.5	1.55
1979	13.3	1.6
1980	12.4	1.8
1981	12.5	2.02
1982	11.5	2.01
1983	11.8	2.16
1984	12.2	2.33
1985	12.4	2.41
1986	18.9[1]	3.34[2]
1987	16.7	3.085

[1] Beginning in 1986, tourism volume totals reflect new estimates for excursionists.
[2] Revenue figures have been adjusted to reflect new research.

4. Hotel and Motel Occupancy, 1987 vs 1986
(Estimated monthly average per cent occupancy)

	1986 %	1987 %	% Change 87 over 86
January	41.9	40	−5
February	51.9	52.29	+1
March	50.6	56.39	+11
April	55.7	55.72	6
May	70.4	60.2	−14
June	80.5	68.99	−14
July	85.94	74.61	−13
August	88	80.45	−9
September	86.77	75.69	−13
October	61.62	65.29	6
November	44.68	53.52	20
December	36.2	41.82	16
Annual	62.8	61.8	−2

Source: Pannell Kerr Forster Management Consultants, *Trends in the Travel Industry, British Columbia* (1987), *Trends in the Hotel Industry, British Columbia* (1986/87)

Appendix IV

B.C. Tourism Associations

B.C.'s tourist industry is organized into nine regional tourism associations, a number of sectoral associations — the B.C. Hotels Association, the Motel and Resorts Association, the Restaurant and Food Services Association and others — and the umbrella Tourism Association of British Columbia (T.I.A.B.C.), which also represents corporate and individual interests.

B.C. Tourism Regions

A Regional Tourism Association of Vancouver Island
302 — 45 Bastion Square
Victoria, B.C. V8W 1J1
(604) 382-3551

B Tourism Association of Southwestern B.C.
101 — 1425 West Pender St.
Vancouver, B.C. V6G 2S3
(604) 688-3677

C Okanagan-Similkameen Tourist Association
207 — 347 Leon Avenue
Kelowna, B.C. V1Y 8C7
(604) 861-8494

D Kootenay Country Tourist Association
Site 2 — 11 (Castlegar Airport)
R.R. #1, Castlegar, B.C. V1N 3H7
(604) 365-8486

E High Country Tourist Association
P.O. Box 962 (386 — 186 Victoria St.)
Kamloops, B.C. V2C 6H1
(604) 372-7770

F Cariboo Tourist Association
P.O. Box 4900 (190 Yorsten St.)
Williams Lake, British Columbia V2G 2V8
(604) 392-2226

G North By Northwest Tourism Association of B.C.
P.O. Box 1030 (3840 Alfred Ave.)
Smithers, B.C. V0J 2N0
(604) 847-5227

H Peace River Alaska Highway Tourist Association
P.O. Box 6850 (9900 100th St.)
Fort St. John, B.C. V1J 4J3
(604) 785-2544

I Rocky Mountain Visitors' Association
P.O. Box 10,
Invermere, B.C. V0A 1K0
(604) 427-4838

Tourism Industry Association of B.C.
P.O. Box 12108 (980 — 555 Burrard St.)
Vancouver, British Columbia V8B 4N6
(604) 688-4115